

ECC PRODUCT ANNOUNCEMENT

Product Type:	Smartphone application
Product Name:	AHA Pocket First Aid & CPR Smartphone App
Product Number:	N/A
ISBN:	N/A
Replaces Product?	Yes, this product replaces the 2009 version of the AHA Pocket First Aid & CPR Smartphone App.
Product Retail Price:	\$3.99 through Apple iTunes; \$2.99 through Google Android Market
Product Market:	Community
Ordering Information:	Available for Apple iPhone and Google Android; Order through Jive Media , Apple iTunes or Android Market
Date Available:	December 6, 2011

Description:

The American Heart Association's Pocket First Aid & CPR Smartphone App has been updated to reflect new science from the *2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care*. It also has been completely redesigned to provide an enhanced user experience and easier navigation to content.

The downloadable Pocket First Aid & CPR Smartphone App provides quick, concise and clear CPR and first aid instructions from a user's smartphone that can help a user save a life in the event of an emergency. The app allows users to quickly and easily view CPR instructions, first aid for bites, burns and stings, and much more.

Topics covered on the Pocket First Aid & CPR App include:

- Adult Hands-Only™ CPR and AED use
- Adult choking
- Child CPR and AED use
- Child choking
- Infant CPR
- Infant choking
- Basic first aid

Product Specifications:

- Ready reference for CPR, choking, bites, bruises, burns, seizures, diabetic emergencies
- High-quality, detailed videos, showing how to respond in critical first aid situations. Videos include choking, CPR, seizures, cuts and wounds and more
- 34 videos and 46 high-resolution illustrations added for 2011 version
- For iPhone users, all videos, articles and illustrations are stored so they can be accessed even when out of cell phone range
- Ability to enter and share medical information, including physician contact information, hospitals, emergency contacts, allergies, medications, insurance information and more on the My Info tab
- 12 reference guides for emergencies
- All content provided by the American Heart Association, the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke.

Intended Audience:

The Pocket First Aid & CPR App is intended for use by the general public, in the event of an emergency. It is not meant to be a substitute for full CPR and first aid training, nor is it meant to be used by healthcare providers in professional settings.